



Weekly, published on Monday  
France's Leading Celebrities' Magazine  
Cover Price: € 2.20

**MARKET POSITION:**

**Gala** is the premium women magazine offering a mix of celebrity news and high-end topics on fashion, beauty and lifestyle. With its large format and glossy paper, **Gala** provides great emotions and leisure time. In 2009, **Gala** adopts a new cover, more elegant and stylish. It also adopts a new road map with more stories (success stories, sagas, etc.) and photos; dynamism and modernity will become the driving forces of the magazine.

The readership of **Gala** is typically young (25-49 years old), urban, working and AB+. It is composed by 71% of Women and by 29% of Men, eager consumer looking for the latest news and trends to inspire its lifestyle.

		<b>Gala</b>	Madame Figaro	Elle
<b>Total Circulation</b>	OJD 2010-2011	<b>309,606</b>	465,632	410,851
<b>Domestic Paid Circ.</b>	OJD 2010-2011	<b>283,968</b>	449,798	383,846
<b>Readership</b>	AEPM 2009/2010	<b>2,501,000</b>	1,327,000	2,231,000
<b>PREMIUM 2011</b>				
All		<b>567,000</b>	700,000	848,000
Easy		<b>430,000</b>	589,000	663,000
Activ		<b>273,000</b>	261,000	396,000
Activ Easy		<b>135,000</b>	151,000	212,000

**EDITORIAL PROFILE:**

**Gala** is mainly dedicated to the life of celebrities. The magazine is renowned for its exclusive photographs, but also for being elegant, refined, glamour and dynamic.

**Gala** is the most exclusive women and celebrity magazine that plays on emotions and dreams. Its reports do not miss anything about international and French stars. Once a week, **Gala** also proposes special sections: Flash Stories (7 stories that make the news) and Flash Mode (accessories worn by celebrities).

**TECHNICAL SPECIFICATIONS:**

3 Weeks prior to publication.

**COPY DEADLINE:**

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